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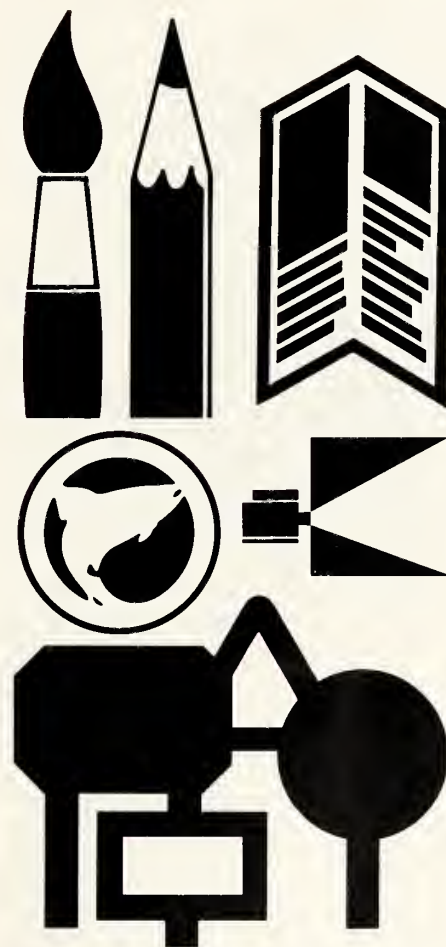
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Reserve
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Forest
Service

Intermountain
Region

Ogden, Utah



**INTERPRETIVE
DESIGN**

AD-33 Bookplate
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INTRODUCING - 1983

Introduction

Each year millions of dollars are spent on advertising. People become conditioned to names, sounds, shapes, sizes, designs, and colors. We purchase products due to their appeal; many messages have a subliminal effect on our minds and are in competition for our time. To compete for the public's time, our products must be people-oriented. We must be aware of people's interests and able to respond to their changing needs. As we become more consumer-oriented, we are able to help people understand management through products and techniques they are interested in and can associate with.

This guide has been prepared to give an insight into the design capabilities found in the Regional Office Recreation Staff. They are available to National Forests, Ranger Districts, and Regional Office Staff Units.

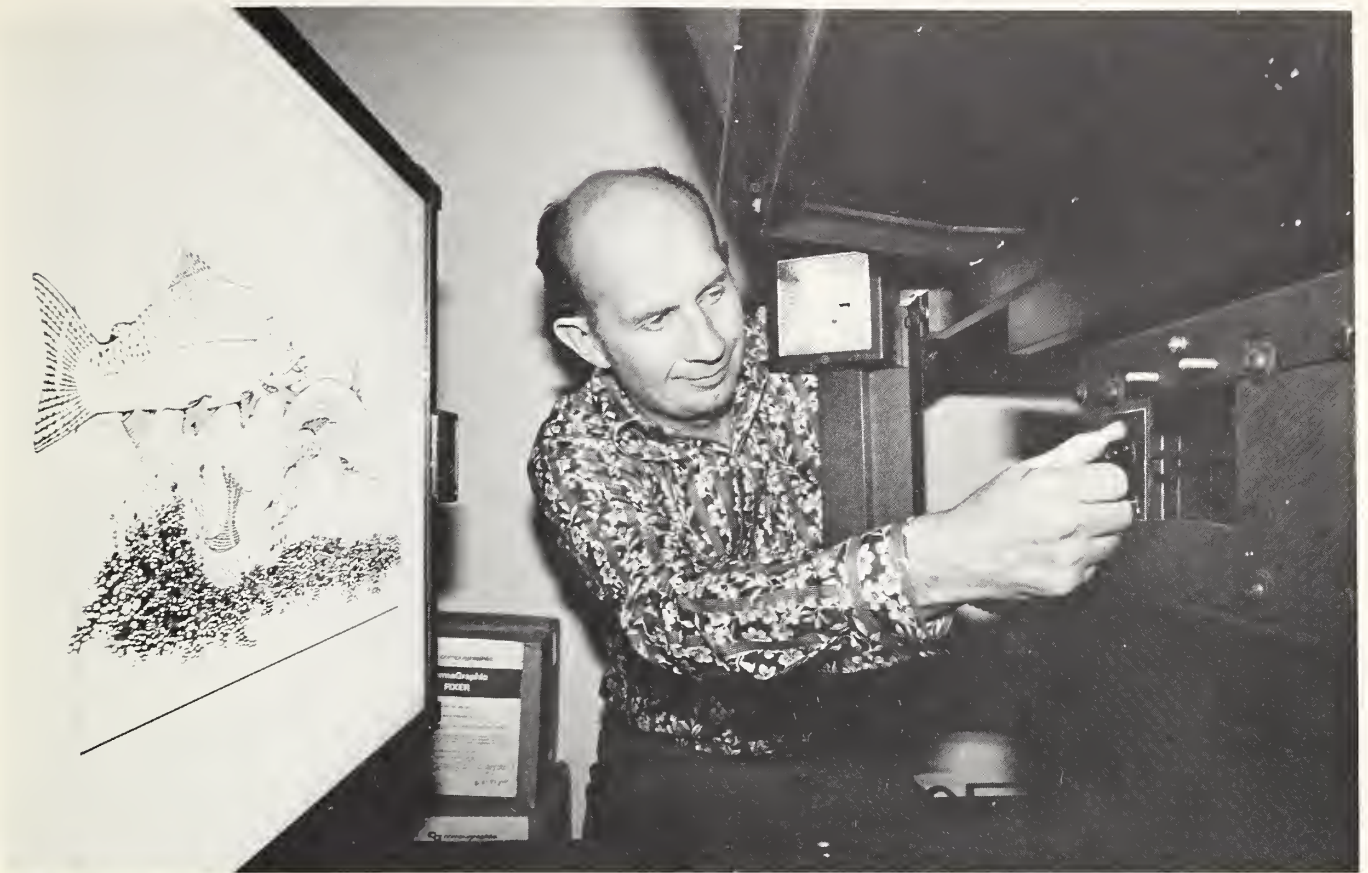
Requests for these services should be made by letter through the Director of Recreation.

Services

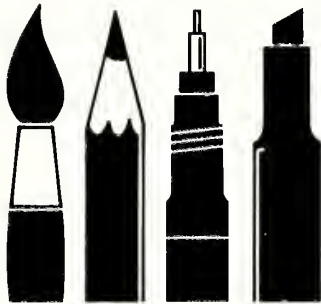
INTERPRETIVE DESIGN

The design section, with its skills and advanced equipment, is capable of performing a variety of visual functions. Services are available in design of exhibits, office displays, interpretive signs, printed materials, logos, illustrations, and audio-visual programs.

The objective is to ensure that requesting units receive the quality work they require.



Design

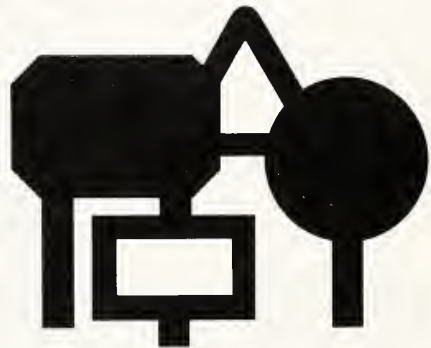


Design is a means of communication that must be attractive enough to hold viewers' attention, yet functional enough to meet their needs. The key to successful design is simplicity and its effectiveness is determined by the accuracy of information given the designer to work from. This information also becomes the criteria by which the design can be evaluated.



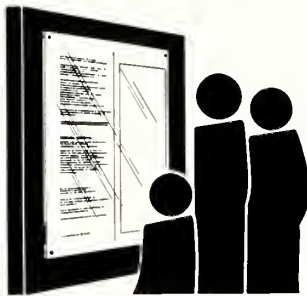


Signs



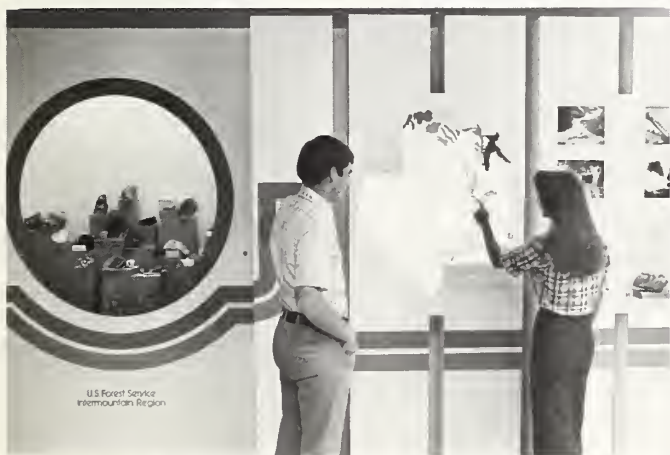
We design signs for interpretive sites, interpretive trails, overlooks auto tours, and facilities.

Exhibits

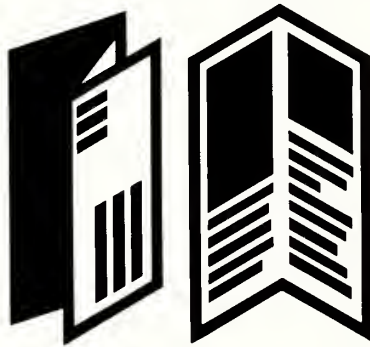


Exhibits can be an effective means of communication. Exhibit design services are provided for offices, contact stations, Ranger Stations, visitor centers, and other special locations.

The first step in developing a successful exhibit is to determine its purpose.



Printed Media



Design of printed materials is primarily for interpretive purposes; production includes assistance in writing, editing, and preparation of camera-ready artwork.

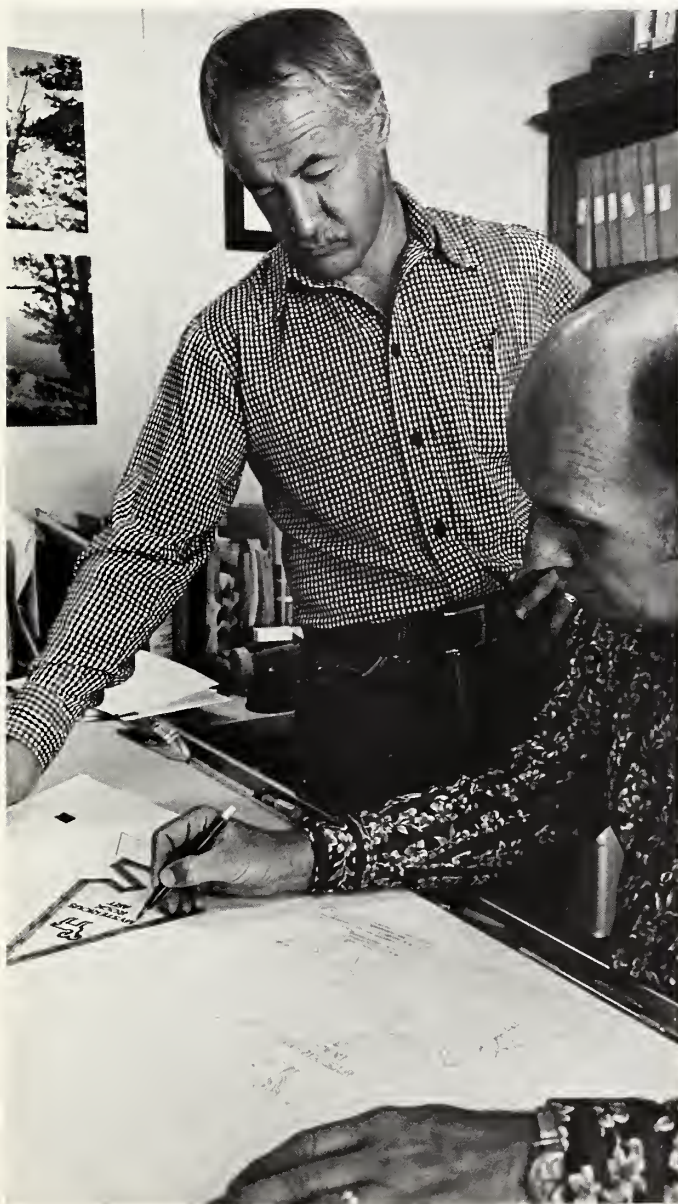
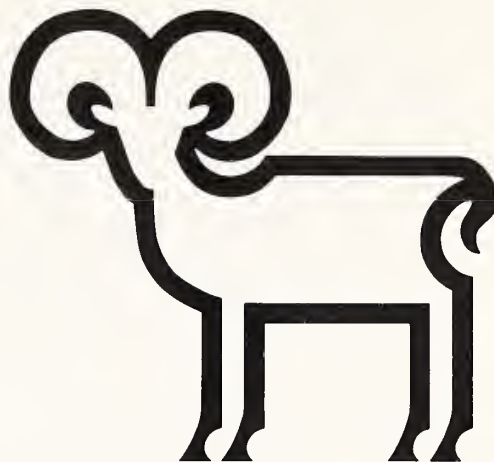
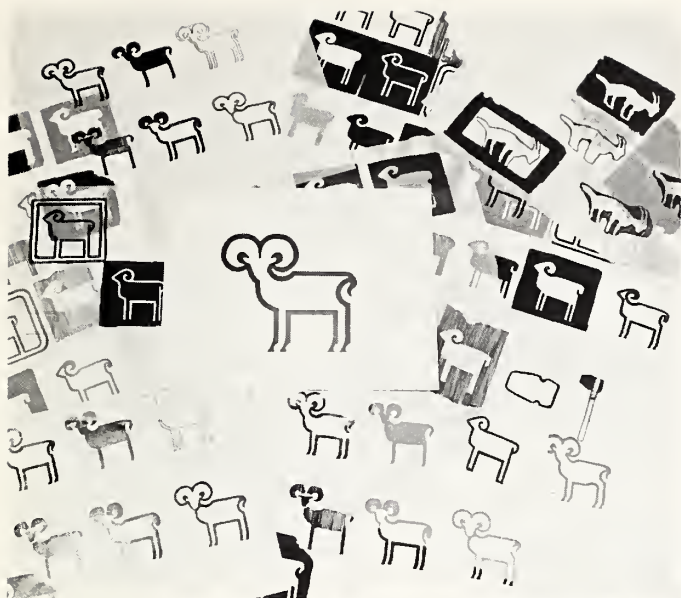


Logos



Logos are used to provide an identity to an area or a product. The identity is strengthened through use.

Interpretive Services designs logos for interpretive sites, trails, and auto tours.

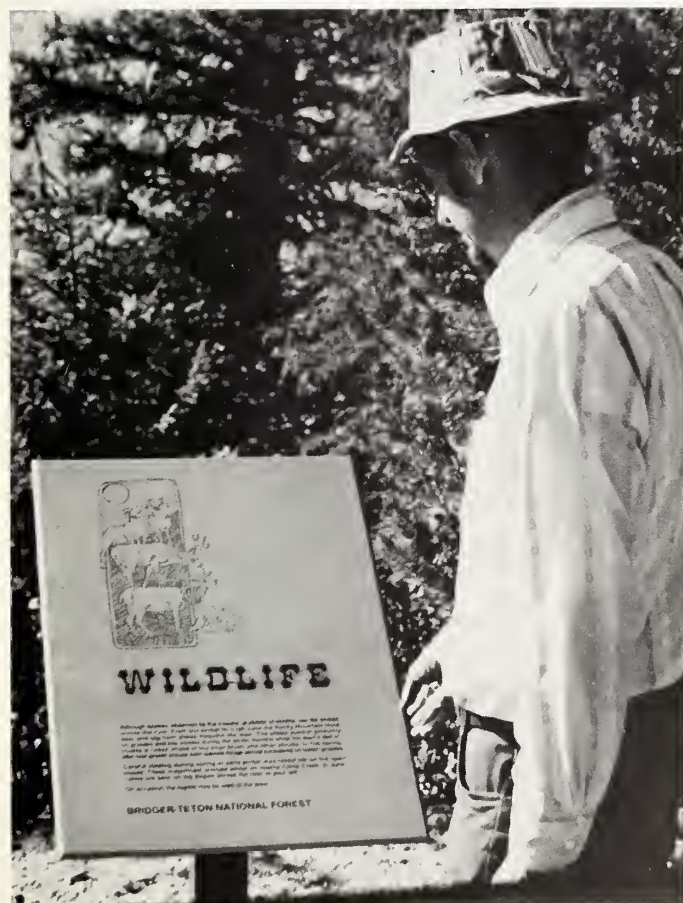


Illustrations

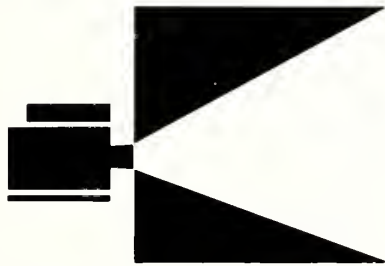


Cartoons and illustrations help to supplement and reinforce information. Often, they become the message themselves.

Illustrations and cartoon designs are provided for interpretive signs, printed materials, exhibits, and slide programs.



Audio-Visual



The more senses that are used, the greater the education and retention.

Our audio-visual work consists of assistance in script writing, design treatment, photography, programming, tapemastering, and sound production for single projector-tape recorder synchronized slide programs or multimedia projection.



Interpretive Planning

The Interpretive Services group can provide assistance in developing interpretive plans or recommend organizations that provide this service under contract.

The following items need to be considered in developing an interpretive plan.

1. Purpose: Determine the purpose for providing information or interpretation.
2. Audience: Who is the information or interpretation intended for? Why do they need the message? Are there elements in the background of the receivers that will help them relate to the message?
3. Message: What do you want the receiver to learn? (Outline the key points to be conveyed. Limit to three or four if possible).
4. Site: Where is the best location to present the message.
5. Media: Which media are best for delivering the message? (Signs, displays, tours, demon-

strations, audio-visual presentations, or brochures).

6. Attitude: What kind of attitude change would you like the receivers to make?

7. Evaluation: What is the best way to evaluate the effectiveness of this interpretation?

8. Reference and Resource Material: What reference material is available to help the designer develop a product? What specialists would have additional information? Where may *quality* photos be obtained?

9. Limitations: Are there "sideboards" within which the designer must work? Cost? Space? Co-operative considerations with other organizations? Physical barriers? Local attitudes on the subject?

10. Timing: When should the interpretive media be ready for use?

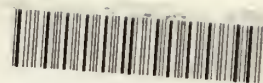
Funding and Blanket Purchase Arrangements

Blanket contracts have been established with various firms to provide additional service. With this increased flexibility, all or any part of a project can be contracted. Contracted services range from planning to design and development of a final product. Interpretive Services supervises these

contracts to ensure that a quality job is achieved at a reasonable cost. All blanket purchase costs or other contract costs associated with a project are paid by the unit requesting assistance. Forest units must submit Form 6500-46 to Interpretive Services, Recreation Staff, to authorize funding.



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